

Don't Sleep Through the Slow Season by: Paul Willis



After an intense leasing season, the winter months symbolize something of a breather, a time to temporarily scale back before gearing up for what is certain to be a robust spring. It can be tempting for multifamily marketers and individual apartment communities to view the slow season as the off-season, but that can have potentially damaging repercussions. Marketing can't be turned on and off like a light switch, as most campaigns take time to catch on and produce results.

Even if occupancy rates are high and few move-outs are anticipated, disregarding marketing efforts until the spring thaw is not a best marketing practice. That's not to say certain campaigns or practices cannot be adjusted. Although it might be difficult to generate a significant amount of leases in December and January, marketing efforts that keep the community fresh in the minds of prospects who might lease months later can have a far-reaching positive impact.

RESIDENT RETENTION: Communities can utilize the slow season to focus efforts on retaining current residents. This can include holiday events geared toward resident appreciation and reminders to residents about any referral bonuses. This is an ideal time to initiate a positive review campaign, as well.

COMPARE YEARLY PERFORMANCE: Cassie Khaing, senior brand manager for Mill Creek Residential, notes that the slow season might differ, even if slightly so, from market to market. To plan accordingly, she analyzes each community's performance over the previous year and avoids any preset budget plans that encompass the entire portfolio.

SELF-EVALUATION: Jim Kjolhede, president & founder of multifamily consulting firm Satteron Enterprises, believes the slow season should serve as a time of evaluation. It's difficult to analyze all performance metrics during the whirlwind of leasing season, and sometimes the rental boom of spring can provide a gloried view of accomplishments while temporarily masking any shortcomings in a marketing strategy.

REVISIT OLD LEADS: Slow season is a prime time to revisit any old leads. Perhaps some of those prospects are still looking—or are unhappy with the original apartment they chose—and are more likely to consider your community now than they would have months earlier.

The perception is that slow season is exhalation time. But there are plenty of activities marketers can do during the quieter months that can equate to entering the actual leasing season at full throttle. And for those communities who choose to kick back, the results will likely be telling.

Member of the Month

By: Rhiannon Giffin, Key Management

Shelle Angelo joined BELFOR Property Restoration three years ago after doing a marketing assessment for the company, which led to an interview, which led to becoming their Marketing & Business Development Director. Since joining BELFOR she has become an active AAGW member and loves the socialization and community the multifamily industry provides.

Her first big event with the AAGW was at the Trade Show where she quickly met and became friends with several members looking to find out more about BELFOR and the services and education they could offer. Those in attendance may remember the spontaneous dance-off Shelle started with the winner receiving concert tickets to Dierks Bentley. She loved seeing all the people get out of their comfort zones and having some fun.

Shelle is also heavily involved with the association in Kansas City and sees the many opportunities the AAGW also has to grow by providing key education opportunities and events for its members. By having the correct resources available, the community will grow stronger through participating. Shelle hopes that property owners see the value that can be gained and will invest in their employees to grow in this expanding market.

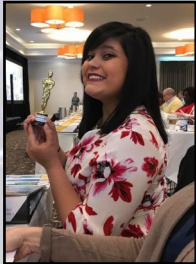


Shelle Angelo
BELFOR Property Restoration



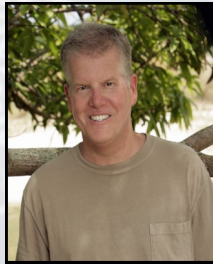
The Grapevine

Samantha Dubree-Twin Lakes Apartments



Weigand-Omega is excited to announce that Samantha decided to make the move to property manager at Twin Lakes Apartments. Samantha previously held the same position on the west side at Westborough Arms. Congratulations!

Randy Bailey—Go Green! Pest Control



Go Green! Welcomed Randy to the team as a new technician to their pest control force. Although new to the industry, Randy has been a long-time resident of the Wichita area and looks forward to serving the needs of his customers in the AAGW.



DECEMBER 21ST

This holiday season IREM and the AAGW are joining together to assist those in need in our community at our December Membership Meeting at Abode Venue. (Registration is open now at www.myaagw.com)

Using lists we distributed to our management company and property members, and with donations from our Suppliers Council, we will build care packages that will be taken to those in need by the Center of Hope. Join us as we Give Back to the community that has given us so much!

GIVE BACK EVENT



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Champagne and Diamonds



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All proceeds go toward our goal for the NAA PAC.

UPCOMING EVENTS

Register Today at myaagw.com!

Thursday, December 14th, 11:30 am–1pm

Furniture Options
Board of Directors Meeting

Wednesday, December 20th, Noon –1pm

Furniture Options
Suppliers Council Meeting

Thursday, December 21st, 11:30–1 pm

Abode Venue
Monthly Membership Meeting: Give Back Event

Thursday, January 11th, 11:30 am–1pm

Furniture Options
Board of Directors Meeting

Wednesday, January 17th, Noon–1 pm

Furniture Options
Suppliers Council Meeting

Saturday, January 27th, 6:00 pm–9:00 pm

Crown Uptown Theatre
Star of Excellence Awards



Emily Telfer
MDU ACCOUNT MANAGER

901 S. George Washington Blvd.
Wichita, KS. 67211
316-260-7328 tel
316-249-9532 cell
emily.telfer@cox.com



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